

ADV #      ADV. NAME POLI/B OBAMA/D/PRE/US      REP. #      OFF. #      SALESMAN #  
 AGY #      AGY. NAME GREER, MARGOLIS, MITCHELL      BUYER NAME KATIE KEULEMAN

3050 K ST NW,  
 WASHINGTON, DC 20007      SALES PRSN WA- MEGHAN MCGARR (H)

ORDER #      CONTRACT # 6333069      CLASS: NATL.      LOCAL      REGIONAL

PRDCT OBAMA FOR AMERICA      EST#1844      COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP25/12      OCT1/12      WK-1

CITY TAX      STATE TAX      CO-OP BILLING NEEDED      DATE SEP25/12 11.30

REP: MAKEGOOD  
 SPOTS CANCELED ON LN'S 10, 20, 22, 28, 38  
 RATE CHANGE LN 27  
 LN'S 47-50 ADDED  
 NEW TTL \$77,580  
 PLEASE CONFIRM  
 THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 ALL INVOICES ARE TO BE SENT TO:  
 GREER MARGOLIS  
 ACCOUNTING  
 1010 WISCONSIN AVENUE NW  
 SUITE 800  
 WASHINGTON, DC 20007  
 OBAMA FOR AMERICA

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS:

AGENCY ADVERTISER CODE = 95      AGENCY EST# = 1844  
 AGENCY PRODUCT CODE = 101

10	S		530A-600A			30	\$250.00	9/25	9/28	0	TU-F	0
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												

9/25/12

FAX# 703-516-9680  
HARRIS REPORT FROM REP . SEP25/12 11.30  
\*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
20	S		600P-630P PROGRAM : NEWSCHANNEL 8/ CON COM1: NEWSCHANNEL 8/	30		\$700.00	9/29	9/29	0		SAT	0
22	S		900A-1000A PROGRAM : NEWSCHANNEL 8 SATURDAY CON COM1: NEWSCHANNEL 8 SATURDAY	30		\$300.00	9/29	9/29	0		SAT	0
27	R		800P-900P PROGRAM : THE VOICE RESULTS CON COM1: THE VOICE RESULTS	30		\$9,000.00	9/25	9/25	1		TUE	1
28	S		1000P-1100P PROGRAM : CHICAGO FIRE CON COM1: CHICAGO FIRE	30		\$3,600.00	9/26	9/26	0		WED	0
38	S		530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$250.00	10/1	10/1	0		MON	0
47	A		530A-600A PROGRAM : AM NEWS CON COM1: AM NEWS	30		\$470.00	9/26	9/28	3		W-F	3
48	A		700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$900.00	9/26	9/28	1		W-F	1
49	A		1000A-1100A PROGRAM : MEET THE PRESS CON COM1: MEET THE PRESS	30		\$5,000.00	9/30	9/30	1		SUN	1
50	A		530A-600A PROGRAM : AM NEWS CON COM1: AM NEWS	30		\$470.00	10/1	10/1	1		MON	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
SEP/12			62450.00	OCT/12		15130.00						

CONTRACT TOTAL 77580.00  
 TOTAL SPOTS 96

MARKET TOTALS \$323,541 WFLA 24% WFTS 16% WTSP 27% WTVT 21% WTOG 2% WTTA 2% WMOR 2%  
 WMOX 0% WXPX 0% WWSB 6% CABL 0%  
 SHARES ESTIMATED. WILL UPDATE.

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 782 Issue 2



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	77580	Campaign Ref:	E:063330690
Buyer:	..	Client/Product/Estimate:	95 /101 /1844	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 10/07/12	Weeks:	2	Order Ref:	06333069
Est./PO Number:	06333069	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama For America	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show .TWTF..	03	650	30 Comme	Nbr of Spots	4	4	2600
2	M-F 11a Dayline .TWTF..	03	160	30 Comme	Nbr of Spots	4	4	640
3	M-F 1237a ET / 1137p CT Late Night .TWTF..	03	200	30 Comme	Nbr of Spots	4	4	800
4	M-F 12p Today Show III .TWTF..	03	200	30 Comme	Nbr of Spots	4	4	800
5	M-F 2p Rachael Ray .TWTF..	03	250	30 Comme	Nbr of Spots	4	4	1000
6	M-F 3p Doctors .TWTF..	03	450	30 Comme	Nbr of Spots	4	4	1800
7	M-F 4p Dr Oz .TWTF..	03	600	30 Comme	Nbr of Spots	4	4	2400
8	M-F 5a News .TWTF..	03	150	30 Comme	Nbr of Spots	4	4	600
9	M-F 5p News	03	900	30 Comme	Nbr of Spots	4	4	3600
Weekly Totals: Total Spots(Ord Spots)					77	19	96	

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<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 77580	<b>Campaign Ref:</b> E:063330690
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95 /101 /1844	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/24/12 to 10/07/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06333069
<b>Est./PO Number:</b> 06333069	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
10	M-F 530p News TWTF..	03	900	30 Comme	Nbr of Spots 4		4	3600
11	M-F 6p News TWTF..	03	1200	30 Comme	Nbr of Spots 4		4	4800
12	M-F 6a News TWTF..	03	700	30 Comme	Nbr of Spots 4		4	2800
13	M-F 7p News TWTF..	03	1000	30 Comme	Nbr of Spots 4		4	4000
14	M-F 7a Today Show TWTF..	03	900	30 Comme	Nbr of Spots 4		4	3600
15	M-F 730p Entertainment Tonight TWTF..	03	1000	30 Comme	Nbr of Spots 4		4	4000
16	M-F 9a Today Show II TWTF..	03	550	30 Comme	Nbr of Spots 4		4	2200
17	Mon 10p ET / 9p CT Revolution M.....	03	3600	30 Comme		1	1	3600
18	Sat 7p Entertainment Tonight .....S.	03	650	30 Comme	Nbr of Spots 1		1	650
19	Sun 6p News .....S	03	750	30 Comme	Nbr of Spots 1		1	750
20	Sun 8a Today Show	03	500	30 Comme	Nbr of Spots 1		1	500
<b>Weekly Totals:</b>					<b>Total Spots (Ord Spots)</b>	77	19	96

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Schedule Dates: 09/24/12 to 10/07/12	Weeks: 2	Order Ref: 06333069
Est/PO Number: 06333069	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
21	M-Su 11p News TWTF..	03	1250	30 Comme	4		4	5000
22	Tue 8p ET / 7p CT Voice .T.....	03	9000	30 Comme	1		1	9000
23	M-F 1135p ET / 1035p CT Tonight Show	03	650	30 Comme		1	1	650
24	M-F 11a Daytime M.....	03	160	30 Comme		1	1	160
25	M-F 1237a ET / 1137a CT Late Night M.....	03	200	30 Comme		1	1	200
26	M-F 12p Today Show III M.....	03	200	30 Comme		1	1	200
27	M-F 2p Rachael Ray M.....	03	250	30 Comme		1	1	250
28	M-F 3p Doctors M.....	03	450	30 Comme		1	1	450
29	M-F 4p Dr Oz M.....	03	600	30 Comme		1	1	600
30	M-F 5a News M.....	03	150	30 Comme		1	1	150
31	M-F 5p News M.....	03	900	30 Comme		1	1	900
<b>Weekly Totals: Total Spots(Ord Spots)</b>					77	19	96	

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Schedule Dates:	09/24/12 to 10/07/12	Weeks:	2	Order Ref:	06333069
Est./PO Number:	06333069	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
32	M-F 530p News M.....	03	900	30 Comme		1	1	900
33	M-F 6p News M.....	03	1200	30 Comme		1	1	1200
34	M-F 6a News M.....	03	700	30 Comme		1	1	700
35	M-F 7p News M.....	03	1000	30 Comme		1	1	1000
36	M-F 7a Today Show M.....	03	900	30 Comme		1	1	900
37	M-F 730p Entertainment Tonight M.....	03	1000	30 Comme		1	1	1000
38	M-F 9a Today Show II M.....	03	550	30 Comme		1	1	550
39	M-Su 11p News M.....	03	1250	30 Comme		1	1	1250
40	M-F 530a News ..WTF..	01	470	30 Comme	3		3	1410
41	M-F 7a Today Show ..WTF..	03	900	30 Comme		1	1	900
42	Sun 10a Meet The Press	01	5000	30 Comme		1	1	5000
Weekly Totals: Total Spots(Ord Spots)					77	19	96	

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Buyer: ..	Client/Product/Estimate: 95 /101 /1844	Sales Rep: HRP Washington, DC
Schedule Dates: 09/24/12 to 10/07/12	Weeks: 2	Order Ref: 06333069
Est./PO Number: 06333069	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
43	M-F 530a News	01		Comme				
	M.....			30		1	1	470
				Comme				
				Nbr of Spots				
Weekly Totals: Total Spots(Ord Spots)					77	19	96	

Grand Totals					Month 9 Weeks: 5				Month 10 Weeks: 4			
					09/24				10/01			
Spots					96				19			
Cost					77580				15130			

Grand Totals: Spots: 96

Gross Total: 77,580.00  
Commission: 11,637.00  
Net Total: 65,943.00



REP HEADLINE# 6333069  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM REP  
SEP24/12 08.54  
\*\*\* WFLA-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/B OBAMA/D/PRE/US REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
AGY # \_\_\_\_\_ AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME KATIE KEULEMAN

3050 K ST NW, SALES PRSN WA- MEGHAN MCGARR (H)  
WASHINGTON, DC 20007

ORDER # \_\_\_\_\_ CONTRACT # 6333069 CLASS: NATL. \_\_\_\_\_ LOCAL \_\_\_\_\_ REGIONAL \_\_\_\_\_

PRDCT OBAMA FOR AMERICA EST#1844 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP25/12 OCT1/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP24/12 08.54

REP: NEW ORDER  
TTL \$77,650 @98X  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:  
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ACCOUNTING  
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SUITE 800  
WASHINGTON, DC 20007  
OBAMA FOR AMERICA



LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :  
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :  
AGENCY ADVERTISER CODE = 95 AGENCY EST# = 1844  
AGENCY PRODUCT CODE = 101

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			1135P-1237A	30		\$650.00	9/25	9/28	4		TU-F	4

PROGRAM : THE TONIGHT SHOW  
CON COM1: THE TONIGHT SHOW

REP HEADLINE# 6333069  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
 ORDER WORKSHEET

FAX# 703-516-9680  
 HARRIS REPORT FROM REP

SEP24/12 08.54  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1100A-1200N	30		\$160.00	9/25	9/28	4		TU-F	4
PROGRAM : DAYTIME CON COM1: DAYTIME												
3			1237A-136A	30		\$200.00	9/25	9/28	4		TU-F	4
PROGRAM : LT NITE W/JIMMY FALLON CON COM1: LT NITE W/JIMMY FALLON												
4			1200N-100P	30		\$200.00	9/25	9/28	4		TU-F	4
PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3												
5			200P-300P	30		\$250.00	9/25	9/28	4		TU-F	4
PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY												
6			300P-400P	30		\$450.00	9/25	9/28	4		TU-F	4
PROGRAM : DOCTORS CON COM1: DOCTORS												
7			400P-500P	30		\$600.00	9/25	9/28	4		TU-F	4
PROGRAM : DR. OZ CON COM1: DR. OZ												
8			500A-530A	30		\$150.00	9/25	9/28	4		TU-F	4
PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY												
9			500P-530P	30		\$900.00	9/25	9/28	4		TU-F	4
PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P												
10			530A-600A	30		\$250.00	9/25	9/28	4		TU-F	4
PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY												

Level 2 = \$470

REP HEADLINE# 6333069  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
 ORDER WORKSHEET

FAX# 703-516-9680  
 HARRIS REPORT FROM REP  
 SEP24/12 08.54  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			530P-600P	30		\$900.00	9/25	9/28	4		TU-F	4
			PROGRAM : NEWS CHANNEL 8 530P									
			CON COM1 : NEWS CHANNEL 8 530P									
12			600P-630P	30		\$1,200.00	9/25	9/28	4		TU-F	4
			PROGRAM : NEWS CHANNEL 8									
			CON COM1 : NEWS CHANNEL 8									
13			600A-700A	30		\$700.00	9/25	9/28	4		TU-F	4
			PROGRAM : NEWSCHANNEL 8 TODAY									
			CON COM1 : NEWSCHANNEL 8 TODAY									
<del>14</del>			630P-700P	30		\$1,000.00	9/25	9/28	4		TU-F	0
			PROGRAM : NBC NEWS									
			CON COM1 : NBC NEWS									
15			700P-730P	30		\$1,000.00	9/25	9/28	4		TU-F	4
			PROGRAM : NEWSCHANNEL 8									
			CON COM1 : NEWSCHANNEL 8									
16			700A-900A	30		\$900.00	9/25	9/28	4		TU-F	4
			PROGRAM : TODAY SHOW									
			CON COM1 : TODAY SHOW									
17			730P-800P	30		\$1,000.00	9/25	9/28	4		TU-F	4
			PROGRAM : ENTERTAINMENT TONIGHT									
			CON COM1 : ENTERTAINMENT TONIGHT									
18			900A-1000A	30		\$550.00	9/25	9/28	4		TU-F	4
			PROGRAM : TODAY SHOW 2									
			CON COM1 : TODAY SHOW 2									
19			1000P-1100P	30		\$3,600.00	10/1	10/1	1		MON	1
			PROGRAM : REVOLUTION									
			CON COM1 : REVOLUTION									

Level 2 = \$5000

0

REP HEADLINE# 6333069  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
 ORDER WORKSHEET

FAX# 703-516-9680  
 HARRIS REPORT FROM REP

SEP24/12 08.54  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
20			600P-630P PROGRAM : NEWSCHANNEL 8/ CON COM1: NEWSCHANNEL 8/	30		\$700.00	9/29	9/29	1		SAT	1
21			700P-800P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	30		\$650.00	9/29	9/29	1		SAT	1
22			900A-1000A PROGRAM : NEWSCHANNEL 8 SATURDAY CON COM1: NEWSCHANNEL 8 SATURDAY	30		\$300.00	9/29	9/29	1		SAT	1
23			600P-630P PROGRAM : NEWSCHANNEL 8/ CON COM1: NEWSCHANNEL 8/	30		\$750.00	9/30	9/30	1		SUN	1
24			630P-700P PROGRAM : NBC NEWS CON COM1: NBC NEWS	30		\$1,250.00	9/30	9/30	1		SUN	0
25			800A-900A PROGRAM : SUNDAY TODAY CON COM1: SUNDAY TODAY	30		\$500.00	9/30	9/30	1		SUN	1
26			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM	30		\$1,250.00	9/25	9/28	4		TU-F	4
27			800P-900P PROGRAM : THE VOICE RESULTS CON COM1: THE VOICE RESULTS	30		11000.00 4000	9/25	9/25	1		TUE	1
28			1000P-1100P PROGRAM : CHICAGO FIRE CON COM1: CHICAGO FIRE	30		\$3,600.00	9/26	9/26	1		WED	1

WFLA-TV  
 6333069

SEP24/12 08.54  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
29			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$650.00	10/1	10/1	1		MON	1
30			1100A-1200N PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$160.00	10/1	10/1	1		MON	1
31			1237A-136A PROGRAM : LT NITE W/JIMMY FALLON CON COM1: LT NITE W/JIMMY FALLON	30		\$200.00	10/1	10/1	1		MON	1
32			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$200.00	10/1	10/1	1		MON	1
33			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$250.00	10/1	10/1	1		MON	1
34			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/1	10/1	1		MON	1
35			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$600.00	10/1	10/1	1		MON	1
36			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$150.00	10/1	10/1	1		MON	1
37			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$900.00	10/1	10/1	1		MON	1

REP HEADLINE# 6333069  
 \*\*\* ORIGINAL REV#0 \*\*\*

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FAX# 703-516-9680  
 HARRIS REPORT FROM REP  
 SEP24/12 08.54  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
38			530A-600A	30		\$250.00	10/1	10/1	1		MON	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
39			530P-600P	30		\$900.00	10/1	10/1	1		MON	1
PROGRAM : NEWS CHANNEL 8 530P												
CON COM1: NEWS CHANNEL 8 530P												
40			600P-630P	30		\$1,200.00	10/1	10/1	1		MON	1
PROGRAM : NEWS CHANNEL 8												
CON COM1: NEWS CHANNEL 8												
41			600A-700A	30		\$700.00	10/1	10/1	1		MON	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
42			700P-730P	30		\$1,000.00	10/1	10/1	1		MON	1
PROGRAM : NEWSCHANNEL 8												
CON COM1: NEWSCHANNEL 8												
43			700A-900A	30		\$900.00	10/1	10/1	1		MON	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
44			730P-800P	30		\$1,000.00	10/1	10/1	1		MON	1
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1: ENTERTAINMENT TONIGHT												
45			900A-1000A	30		\$550.00	10/1	10/1	1		MON	1
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
46			1100P-1135P	30		\$1,250.00	10/1	10/1	1		MON	1
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1: NEWS CHANNEL 8 @ 11PM												

*Level 2 = \$470*

REP HEADLINE# 6330069  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 SEP24/12 08.54  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
SEP/12			62740.00	OCT/12		14910.00						
CONTRACT TOTAL												77650.00
TOTAL SPOTS												98

MARKET TOTALS \$323,541 WFLA 24% WFTS 16% WTSP 27% WTVT 21% WTOG 2% WTTA 2% WMOR 2%  
 WMOX 0% WXPX 0% WWSB 6% CABL 0%  
 SHARES ESTIMATED. WILL UPDATE.  
 SVC- NSI  
 DEMOS- RA35+\*

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 780 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	69800	Campaign Ref:	E:063330690
Buyer:		Client/Product/Estimate:	95 /101 /1844	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 10/07/12	Weeks:	2	Order Ref:	06333069
Est./PO Number:	06333069	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product: Obama For America  
Demographic: (L) Household

Booking Group: WFLA  
Order:

Key Market: Tampa-St. Petersburg, FL

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show .TWTF..	03	650	30 Comme	Nbr of Spots	4	4	2600
2	M-F 11a Daytime .TWTF..	03	160	30 Comme	Nbr of Spots	4	4	640
3	M-F 1237a ET / 1137p CT Late Night .TWTF..	03	200	30 Comme	Nbr of Spots	4	4	800
4	M-F 12p Today Show III .TWTF..	03	200	30 Comme	Nbr of Spots	4	4	800
5	M-F 2p Rachael Ray .TWTF..	03	250	30 Comme	Nbr of Spots	4	4	1000
6	M-F 3p Doctors .TWTF..	03	450	30 Comme	Nbr of Spots	4	4	1800
7	M-F 4p Dr Oz .TWTF..	03	600	30 Comme	Nbr of Spots	4	4	2400
8	M-F 5a News .TWTF..	03	150	30 Comme	Nbr of Spots	4	4	600
9	M-F 5p News	03	900	30 Comme	Nbr of Spots	4	4	3600
Weekly Totals: Total Spots(Ord Spots)					72	18	90	



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Original

Client:	Barack Obama/ D/ President	Submission Cost:	69800	Campaign Ref:	E:063330690
Buyer:	..	Client/Product/Estimate:	95 /101 /1844	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 10/07/12	Weeks:	2	Order Ref:	06333069
Est/PO Number:	06333069	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
10	M-F 530p News TWTF..	03	900	30 Comme	4		4	3600
11	M-F 6p News TWTF..	03	1200	30 Comme	4		4	4800
12	M-F 6a News TWTF..	03	700	30 Comme	4		4	2800
13	M-F 7p News TWTF..	03	1000	30 Comme	4		4	4000
14	M-F 7a Today Show TWTF..	03	900	30 Comme	4		4	3600
15	M-F 730p Entertainment Tonight TWTF..	03	1000	30 Comme	4		4	4000
16	M-F 9a Today Show II TWTF..	03	550	30 Comme	4		4	2200
17	Mon 10p ET / 9p CT Revolution M.....	03	3600	30 Comme		1	1	3600
18	Sat 7p Entertainment Tonight .....S.	03	650	30 Comme	1		1	650
19	Sun 6p News .....S	03	750	30 Comme	1		1	750
20	Sun 8a Today Show	03	500	30 Comme	1		1	500
Weekly Totals: Total Spots(Ord Spots)					72	18	90	

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Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 69800	<b>Campaign Ref:</b> E:063330690
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95/101/1844	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/24/12 to 10/07/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06333069
<b>Est./PO Number:</b> 06333069	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
21	M-Su 11p News TWTF..	03	1250	30 Comme	4		4	5000
22	Tue 8p ET / 7p CT Voice .T.....	03	9000	30 Comme	1		1	9000
23	M-F 1135p ET / 1035p CT Tonight Show	03	650	30 Comme		1	1	650
24	M-F 11a Daytime M.....	03	160	30 Comme		1	1	160
25	M-F 1237a ET / 1137p CT Late Night	03	200	30 Comme		1	1	200
26	M-F 12p Today Show III M.....	03	200	30 Comme		1	1	200
27	M-F 2p Rachael Ray M.....	03	250	30 Comme		1	1	250
28	M-F 3p Doctors M.....	03	450	30 Comme		1	1	450
29	M-F 4p Dr Oz M.....	03	600	30 Comme		1	1	600
30	M-F 5a News M.....	03	150	30 Comme		1	1	150
31	M-F 5p News M.....	03	900	30 Comme		1	1	900
<b>Weekly Totals:</b> Total Spots(Ord Spots)					72	18	90	

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Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 69800	<b>Campaign Ref:</b> E:063330690
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95 /101 /1844	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/24/12 to 10/07/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06333069
<b>Est./PO Number:</b> 06333069	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
32	M-F 530p News	03	900	30 Comme		1	1	900
33	M-F 6p News	03	1200	30 Comme		1	1	1200
34	M-F 6a News	03	700	30 Comme		1	1	700
35	M-F 7p News	03	1000	30 Comme		1	1	1000
36	M-F 7a Today Show	03	900	30 Comme		1	1	900
37	M-F 730p Entertainment Tonight	03	1000	30 Comme		1	1	1000
38	M-F 9a Today Show II	03	550	30 Comme		1	1	550
39	M-Su 11p News	03	1250	30 Comme		1	1	1250
<b>Weekly Totals: Total Spots(Ord Spots)</b>					72	18	90	

Grand Totals

Month 9 Weeks: 5		Month 10 Weeks: 4	
09/24		10/01	
Totals	90	Totals	18
Spots	72	Spots	18

		Month 9 Weeks: 5	Month 10 Weeks: 4
		09/24	10/01
Cost	Totals	69800	65140
			14850

Grand Totals:

Spots:	90
Gross Total:	69,800.00
Commission:	10,470.00
Net Total:	59,330.00